

APASSIONATA WORLD BRINGS LIVE ENTERTAINMENT TO ASIA WITH NEW REGIONAL HEADQUARTERS IN HONG KONG

Germany's leading live equestrian entertainment company is leveraging Hong Kong's connectivity, entertainment ecosystem, and international outlook to drive its growth across Asia.



“Our goal is to have a central Asian hub where we can produce and generate shows, and create productions locally together with Hong Kong artists. Hong Kong is a gateway not only to the Chinese Mainland, but also to the entire Asian market.”

JOHANNES MOCK-O'HARA
Managing Director
Apassionata World GmbH

“Asia is an absolutely interesting market for us. We are the only touring horse show on earth, and Asia represents a massive, vibrant region with highly curious audiences who truly enjoy shows like ours,” said Johannes Mock-O'Hara, Managing Director of Apassionata World GmbH.

For more than two decades, Apassionata World has captivated audiences across Europe through large-scale productions that combine equestrian artistry, music, dance and theatrical storytelling. Following the successful Hong Kong run of CAVALLUNA – Gate to the Otherworld, the company's first production in Asia, Apassionata World is establishing Hong Kong as its regional headquarters to support long-term growth across the region.

Gateway to Asian Growth

Hong Kong emerged as the natural choice for Apassionata World's regional base due to its international business environment, strategic location, and strong connectivity. These factors make it an ideal launchpad to explore markets in the Chinese Mainland, Singapore, Indonesia, Korea, Vietnam, and beyond.

“It is incredibly easy to operate internationally here, there is a strong mutual understanding between Asia and Europe, and it is geographically central to the new markets we are exploring,” Mock-O'Hara explained.

The company's market entry was bolstered by a robust network of local support, including state-of-the-art venues like Kai Tak Arena and the government's Mega Arts and Cultural Events Fund. Furthermore, the Hong Kong Jockey Club provided crucial operational support and specialised horsemanship expertise rarely found elsewhere in the region.

Building on Hong Kong's Entertainment Ecosystem

The city's vibrant performing arts scene also offers a strong platform for growth. “We want to create productions locally together with local artists. Hong Kong gives us opportunities to collaborate with outstanding creative talents to co-create projects with distinct Hong Kong characteristics, and develop experiences that resonate with audiences across Asia,” Mock-O'Hara added.



The company's first Asian production involved more than 100 cast and crew members alongside 54 horses travelling from Europe, making it one of its most ambitious international projects to date. The experience strengthened its belief in Asia's long-term potential and the role Hong Kong can play as a launchpad for future touring activities.

From Connections to Growth

InvestHK played an important role in helping Apassionata World establish connections and navigate the local business environment. “We've received fantastic support here, and a lot of doors opened afterwards. Building those connections is essential when entering a new market,” said Mock-O'Hara.

As the company expands its presence across Asia, Hong Kong will continue to serve as its strategic base for regional growth, partnerships and future productions.

Apassionata World GmbH

- Germany-based live entertainment company specialising in large-scale equestrian productions
- Creator of the CAVALLUNA touring show, attracting more than nine million spectators since 2002
- Expanding across Asia with Hong Kong as its regional headquarters

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